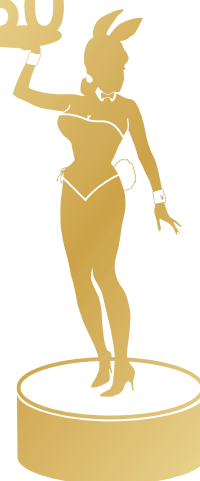


PLAYBOY & S.K.A.M. ARTIST MANAGEMENT PRESENT

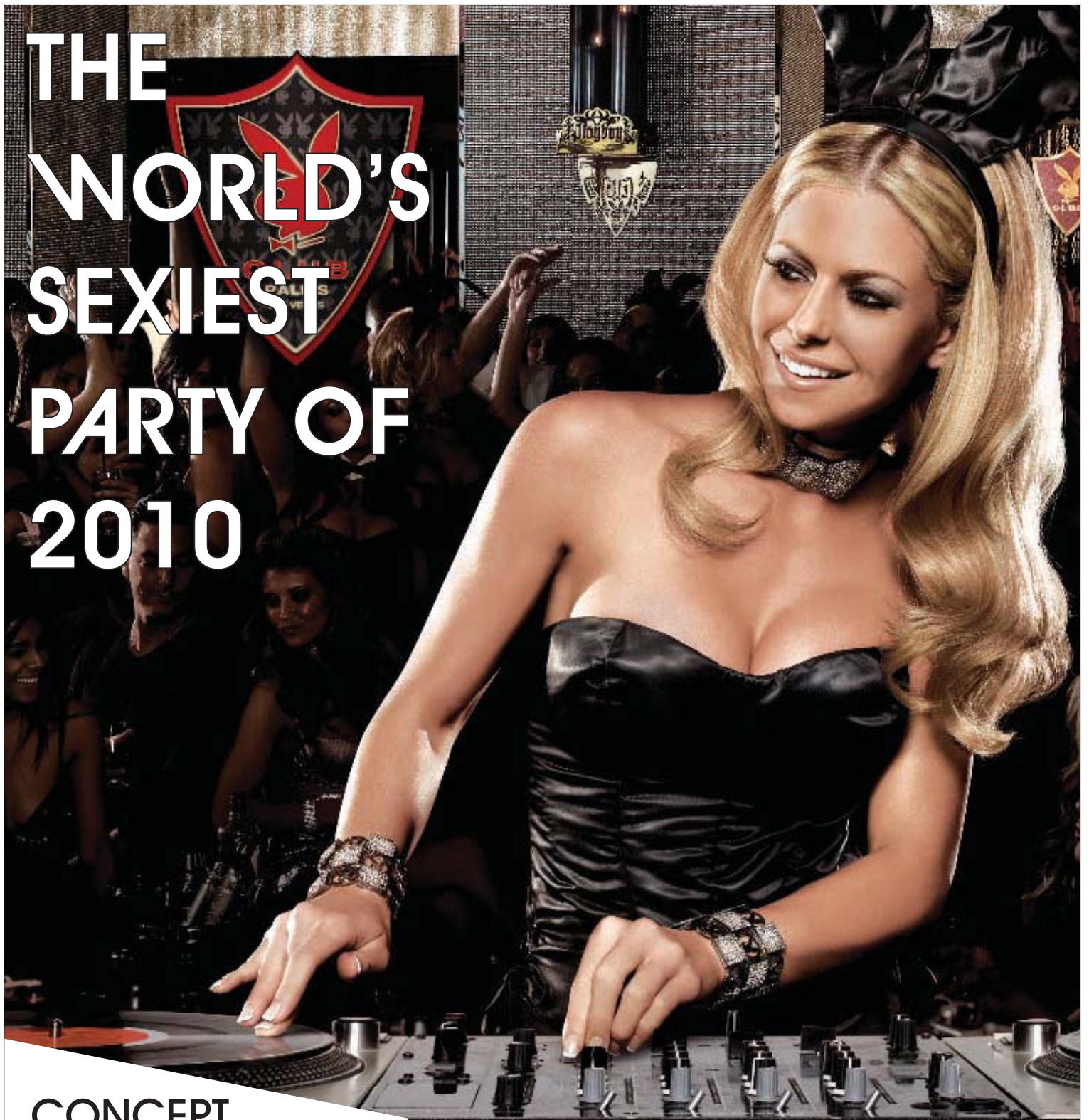
**ONE NIGHT. 50 PARTIES. 50  
50 CITIES. WORLDWIDE.**

PLAYBOY CLUB 50<sup>TH</sup> ANNIVERSARY





# THE WORLD'S SEXIEST PARTY OF 2010



## CONCEPT

2010 marks the 50th anniversary of the opening of the original Playboy Club in Chicago, revolutionizing nightlife around the world. To celebrate this anniversary Playboy is partnering with S.K.A.M. Artist Management and inviting 50 select nightlife venues to open their doors as a "Playboy Club" for a very special global celebration – 50 Playboy Club anniversary parties as a one night event in 50 cities around the world.

## DATE

June 10, 2010





# BE A PART OF POP CULTURE HISTORY



## BENEFITS TO VENUE

### REVENUE

- Use of the Playboy brand to host a premium-priced ticketed event that consumers have proven to pay.
- Opportunity to partner with local sponsors to grow revenue for the one-night event.

### AWARENESS

- Use of the coveted Playboy brand and Playboy trademarks in all local marketing and local publicity materials.
- Global outreach by Playboy's PR and Marketing services team, including interviews with Hef, will generate tremendous world-wide awareness in advance of the one-night event to help drive ticket sales in local markets.



# PLAYBOY CLUB ANNIVERSARY SUPPORT

## PACKAGE INCLUDES:

- Playboy to provide partner/venue with Playboy marks and usage.
- Choice of S.K.A.M. Artist DJ for your 50th anniversary event.
- Playboy to provide partner/venue local exclusivity in their market.
- A dedicated Playboy website promoting the events.
- A marketing creative template.
- A PR template.
- Custom outfits for the bartenders & cocktail waitresses.
- Content DVD which will include Playboy marks, images and video for venue decor.
- Playboy to provide access to Playmates at a discounted Playboy rate for the event.

## GLOBAL MARKETING AND PR:

- Playboy marketing and PR team to lead over-arching global publicity campaign for the one-night Playboy Club celebration.
- Playboy's marketing and PR team to work closely with partner/venue on all local marketing and PR needs.

- US Events - Playboy to promote the event via Playboy.com and its database, Playboy Radio, Playboy U, Playboy Mobile, Playboy's social networks (Facebook, MySpace, YouTube & Twitter.)
- International Events – geo-targeted playboy.com database, Playboy databases, partner databases, Playboy Mobile, Playboy Facebook, International Editions/websites/partners.

## ADDITIONAL REVENUE OPPORTUNITIES

- Bunny search event leading up to 50th anniversary event:
  - Venue can host a search for a special Bunny to represent their city and host the anniversary party.
  - Winning girl in each city will have their pictures delivered to Hugh Hefner for consideration for Playboy Magazine.
  - Winning girl from each of the 50 venues will then be included as a special feature on Playboy.com and in the global press.
- Merchandise sales: sell 50th anniversary merchandise at your local venue.
- Local sponsors (beer and liquor only - Playboy must approve additional categories).







## VENUE TO PROVIDE

- Venue/partner to sell and process tickets to each event.
- Venue/partner to secure Playboy approval on ticket price, branding, marketing, and PR.
- Venue/partner to accommodate Playboy's presenting sponsor (non-liquor category).
- Venue/partner to provide Playboy & S.K.A.M. Artist TBD # of tickets to event.

## COST TO VENUE

- Flat licensing fee to be paid to Playboy.

## CONTACT INFORMATION

### IMAGINE MediaWorks

[www.IMAGINEMediaWorks.net](http://www.IMAGINEMediaWorks.net)

Kaya Morgan  
[MediaLasVegas@aol.com](mailto:MediaLasVegas@aol.com)  
Tel: 702.242.3247

Sandra Ramos  
[MiamiMedia@gmail.com](mailto:MiamiMedia@gmail.com)  
Tel: 305.776.2399

9030 W. Sahara Ave., #236  
Las Vegas, NV 89117

